

Annual Report 2013

Year Ended December 31, 2013

Balancing Business Strategy with Sustainable Daily Life



life.love.
LION

Products that enrich and give back to



Growing by Offering Products Based on Advanced Technology

Oral care has been our main business since we began manufacturing our first toothpastes in 1896. In the interim, we have developed toothpastes and toothbrushes that have new functions to meet the needs of the times, based on Lion's strong technological capabilities. Lion has also developed many products that have been "firsts," both in Japan and globally, and it is the No. 1 company in Japan's oral care industry.

* INTAGE Inc. SRI survey of the total markets for toothpaste, toothbrush, dental rinse, and dental care products. Accumulated sales amount from January through December 2013

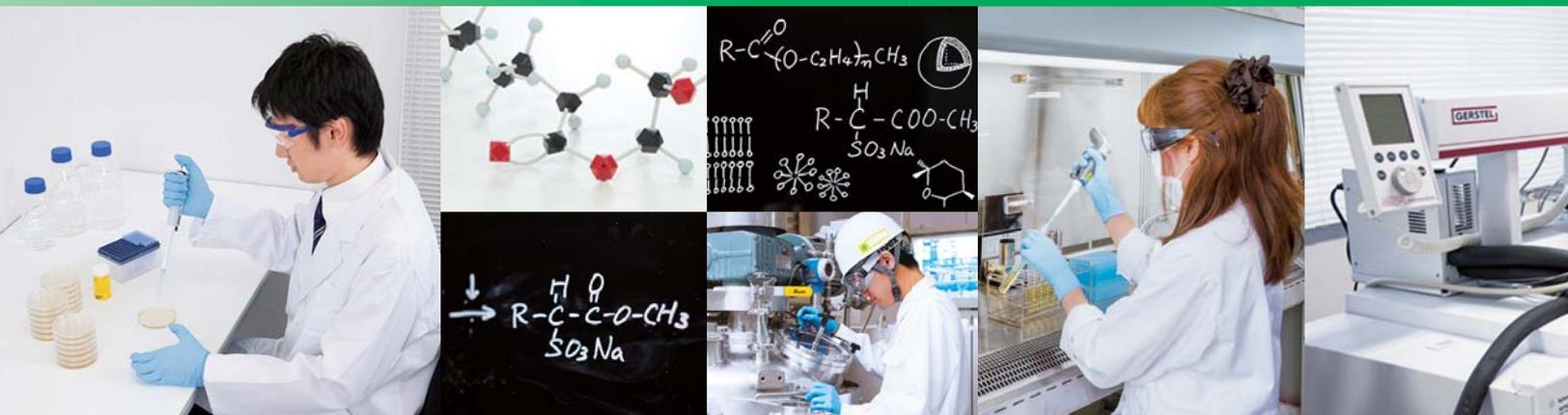


our lives society

Sustaining Growth by Helping People to Understand the Importance of Oral Hygiene

We are doing more than just selling toothpastes and toothbrushes. We are also helping people to acquire good habits as part of their daily routines by offering accurate information and knowledge about oral hygiene. Lion engages in these personal hygiene educational activities both in Japan and in the other countries in Asia where it has a business presence.





How we are innovat good and for future

Growing through Technological Innovation

Methyl ester sulfonate (MES) is an anionic surfactant derived from palm oil that has superior detergency and biodegradability properties as a surface-active agent. Lion was the first in the world to succeed in producing MES commercially in 1991 and has established an MES manufacturing company in Malaysia that has begun to supply plant-derived ingredients to the world's detergent manufacturers.





Sustaining Growth through Eco-Responsiveness

Lion has been responsible for a series of innovative technologies for detergents that have addressed the environmental issues of the times. These have included the development of low-foaming detergents, phosphorous-free detergents, concentrated detergents that come in resource-saving containers and packaging, and recyclable plant-derived raw materials. These innovative products and processes have been developed in the pursuit of clean living and environmental conservation.

ing for generations

